

IN THE CLAIMS

1. (Amended) A method of obtaining information about a product, the method comprising the steps of:

observing a product while the product is being utilized for an intended purpose of the product;

reading a tag embedded in the product to obtain product identifying information;

transmitting the product identifying information to computer connected to a computer network; and

receiving product specification information from the computer.

7. (Amended) A method of identifying and rewarding consumers who display products to other consumers, the method comprising the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product;

receiving, from a second consumer, a request for product specification information, wherein the request includes the RFID code;

searching the database with the RFID code to identify the first consumer; and

providing a reward to the first consumer.

11. (Amended) A computer-readable medium having computer-executable instructions for performing the steps of:

storing, in a database, an RFID code of a tag embedded in a product and the identification of a first consumer who purchased the product and who utilized the product for an intended purpose of the product;

searching the database with the RFID code received from a second consumer to identify the first consumer; and

providing a reward to the first consumer.

12. (Amended) A mobile terminal configured to obtain product specification information, the mobile terminal comprising:

a receiver that detects radiation reflected by a tag embedded in a product, wherein the product is being utilized for an intended purpose of the product;

a communication circuit in wireless communication with a computer network; and

a controller configured to receive tag information from the receiver and cause the communication circuit to transmit the tag information to a computer connected to the computer network.

14. (Amended) A method of advertising and selling products, the method comprising the steps of:

embedding a radio frequency identification tag in a product;

selling the product to a first consumer;

reading the radio frequency identification tag embedded in the product while the product is being utilized by the first consumer for an intended purpose of the product;